

Link Building For SEO

The Definitive Guide





It's no secret that link building is the most important skill in SEO.

In fact, it's a culmination of several different skills: you need to master content, sales, programming, psychology, and good old-fashioned marketing if you want other people to link to your site.

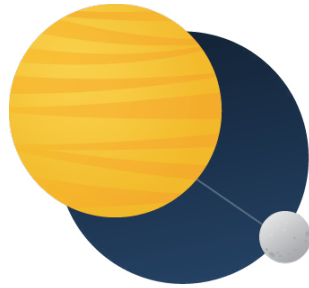
Bottom line? If you want more search engine traffic, link building is a must.

And in this guide I'm going to show you everything you need to build quality links.

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Chapter 1

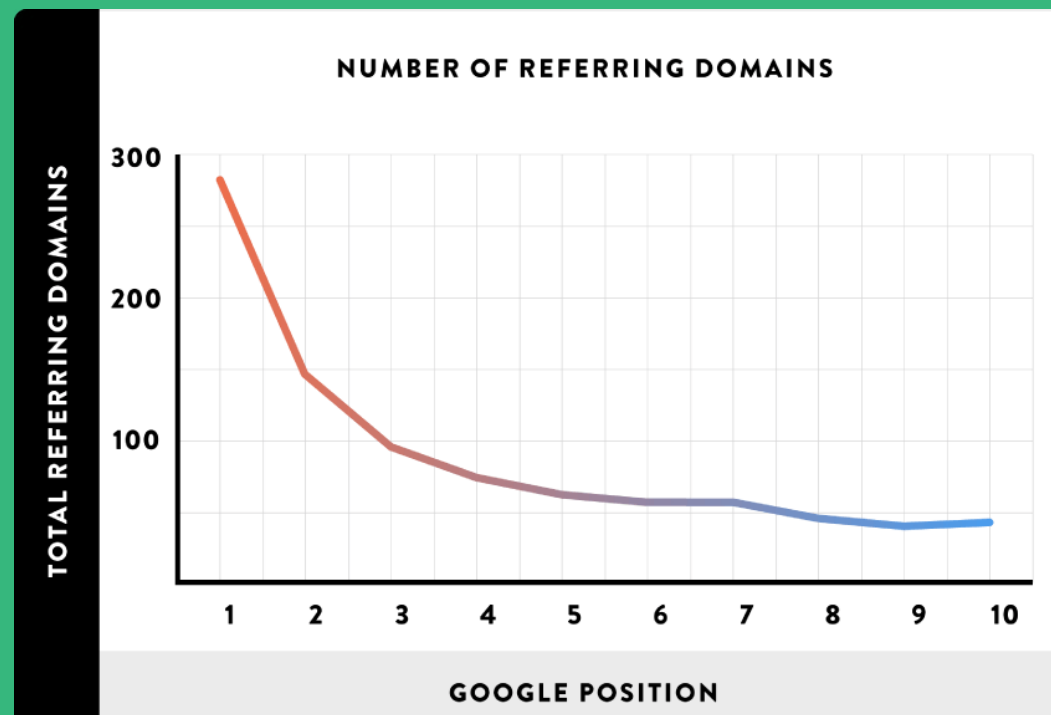
Link Building Fundamentals





Last year we analyzed 1 million Google search results.

And we found that links impacted rankings more than any other factor:



In fact, Google has recently came out and said that backlinks are one of their top 3 ranking signals:

Share



Now we know: Here are Google's top 3 search ranking factors

Google's Andrey Lipattsev reveals links, content and RankBrain are the top three ranking signals in Google's search algorithm.

Barry Schwartz on March 24, 2016 at 7:32 am



So it's clear that links still form the foundation of Google's algorithm. The question is:

Why are links still so important?

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Why are links still so important?

To understand that, you'll need to hop in your DeLorean and go back to the pre-Google days of the internet.

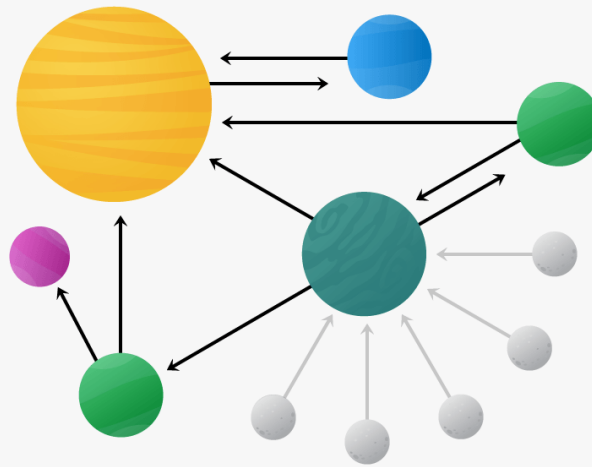
Back in the day, search engines like Yahoo! and Alta Vista (remember them?) were the dominant players. And they ranked their search results 100% based on the content on a webpage.

Enter: Google.

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GOOGLE PAGE RANK ALGORITHM



The size of each planet is proportional to the total size of the other planets which are pointing to it.



Their now-famous PageRank Algorithm changed the game. Instead of simply analyzing the content of a page, Google looked at how many people linked to that page.

And they were right. Nearly 20 years later, links are STILL the best way to determine the quality of a webpage. That's why backlinks remain Google's go-to ranking signal.

That said, thanks to updates like Google Penguin, Google now focuses on link quality (not just link quantity).

You might be wondering:

What is a high-quality link, exactly? And how do I build them?

That's what I'm going to cover in the rest of this guide.

Keep reading...



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Keep reading...

Chapter 2

How to Find High-Quality Links





Before we dive into the step-by-step link building strategies, it's important to know what makes a good (or bad) link.

Why is this important?

When it comes to building backlinks, one of two things can happen:

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Thing #1:
You Build High-Quality Links



Thing #2:
You Build Low-Quality Links

Watch Google penalize your site faster than you can say “what happened?!”.
With that, here’s how to identify links that are actually worth building:

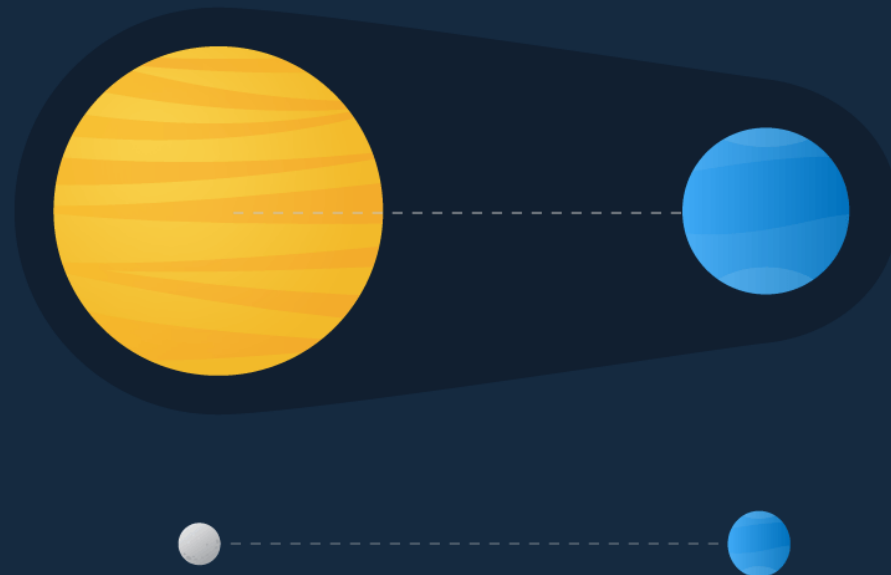
Authority of the Page

Is the page linking to you a PageRank powerhouse? If so, that link is going to have a BIG impact on your rankings.

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EFFECT OF HIGH AUTHORITY PAGES



A link from a high-authority page has significantly more ranking power than a link from a low-authority page.

In fact, from years of testing, I've found that the authority of the page linking to you matters more than any other factor.

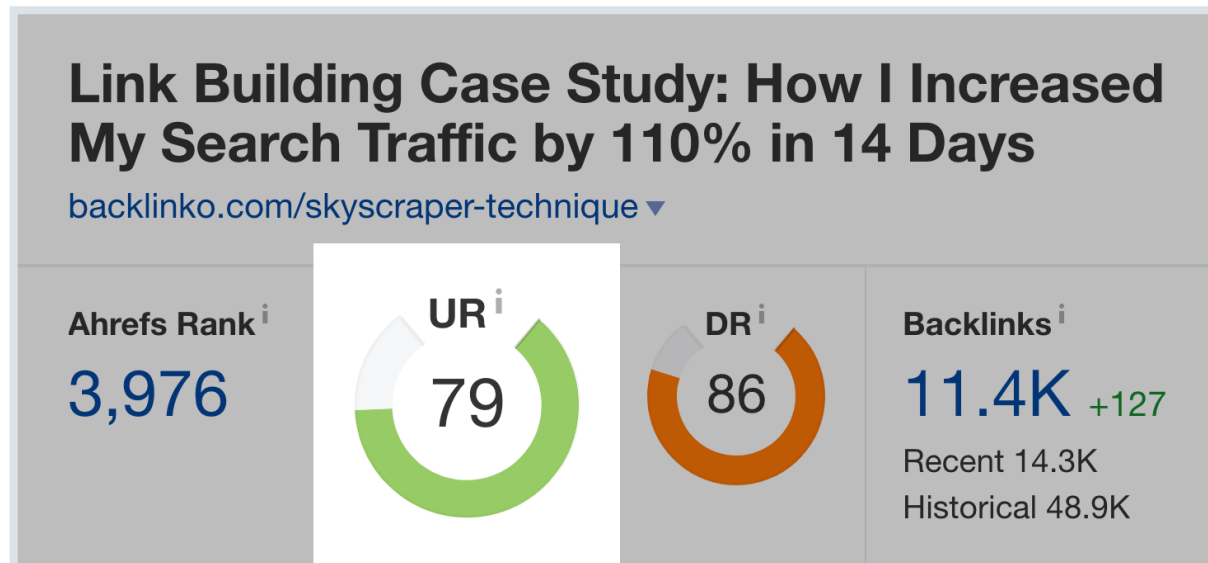
That's because links from authoritative pages pass more authority (also known as PageRank) to your site.

(Note: Although Google doesn't share PageRank information publicly, they still use it as the foundation of their algorithm).

[Share](#)

You can easily check a proxy indicator of PageRank (“PageRating”) using Ahrefs.

Just pop a URL into Ahrefs and check out its “URLRating”:



Authority of the Site

Share

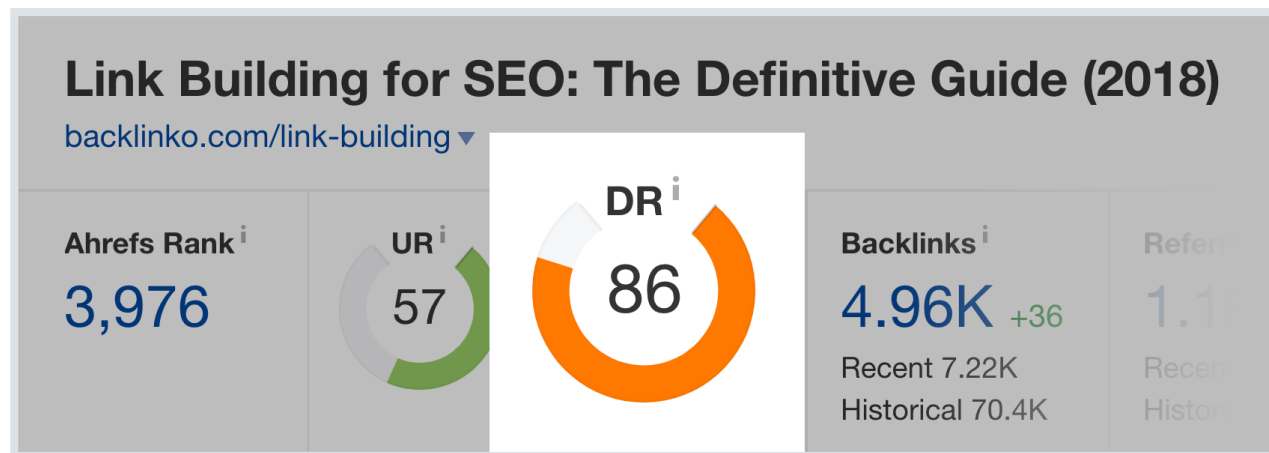


A link's quality is also determined by a domain's sitewide authority.

In general, a link from a site like NYTimes.com will have a MUCH bigger impact than a link from a no-name blogger.

While these links are tough to get, they're well worth the effort.

Again, Ahrefs comes in handy here. Enter any URL from the site into the tool and check out the site's "DomainRating".



You can also use Moz's respected "Domain Authority" metric:

Share



Overview NEW

Get the data you need to do better link building research, smarter content ideation, and link p

root domain ▼

backlinko.com

19,997 of 20,000 queries available until 12/24

Domain Authority ⁱ

**67**

Linking Domains ⁱ

17.1k

Discovered in the last 60 days **760**

Lost in last 60 days **537**

Relevancy of the Site

[Share](#)

When it comes to links, a site's authority matters.

But that site's relevance also matters.

For example, let's say you run a website about The Paleo Diet.

And you get a link from an authoritative site...about unicycles. Will that link still count?

According to an interview from an ex-Googler, not really.

According to that Google engineer:

"...getting a link from a high PageRank page used to always be valuable, today it's more the relevance of the site's theme in regards to yours, relevance is the new PageRank."

In general, you want to get links from authority sites...specifically, authority sites that are closely related to your site.

Link's Position on the Page

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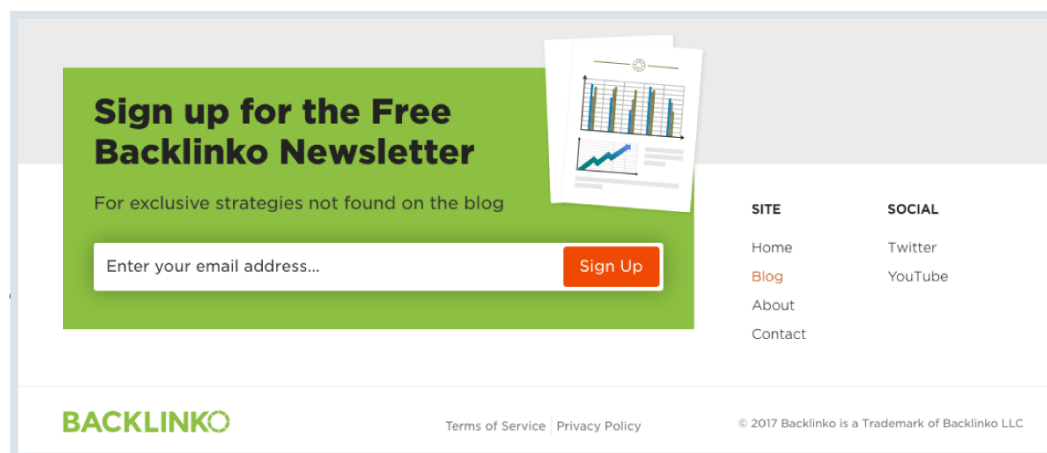


Is your link embedded in a piece of content?

According to [this case study](#) on Backlinko, one Stumbleupon post resulted into:

- 17,584 unique visitors to a brand new website in one (!!!) day;
- over 204,000 total visitors from the last four months;
- consistent traffic growth for the whole website;

Or is it buried in a page's footer?



It turns out that your link's position on a page is important.

Specifically, links stashed away in footers and sidebars aren't worth nearly as much as links found smack in the middle of a page's body content.

Bottom line? You want your links to appear within the main body of a webpage.



Is the Link Editorially Placed?

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No matter where your link appears on a page, you should ask yourself:

“Was this link editorially placed?”.

In other words, did someone link to you because they thought your site is awesome? If so, that’s an editorial link.

Or did you create a profile on a random site and drop a link? That’s not an editorial link.

As you might expect, Google puts MUCH more weight on editorially-placed links.

Quoth thy Google:

“...creating links that weren’t editorially placed or vouched for by the site’s owner on a page, otherwise known as unnatural links, can be considered a violation of our guidelines.”

Link Anchor Text

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Anchor text is the clickable text section of a link.

As it turns out, Google uses anchor text as a ranking signal.

For example, let's say you get a link to your site with anchor text: "paleo desserts".

ANCHOR LINKS



Anchor link on a webpage

```

Lorem ipsum dolor sit amet volutpat.
<a href="http://yourwebsite.com">
Paleo Desserts</a> Habeo quaeque
saperet diceret phaedrum euripidis
at eum aliquid adhuc efficiendi.
```

Anchor link in code

Google sees that anchor text and says: “Hmmm. That site used the anchor text: “paleo desserts”. The page they’re linking to must be about “paleo desserts.”

Of course, like anything in SEO, keyword-rich anchor text has been abused. Today, building lots of exact-match anchor text links is considered spammy.

Here’s an example of what I’m talking about:

Who We Are

Doggy Loans is UK’s most trusted bad credit loan comparison site. We are composed of a team of bad credit loan experts engaged in continuous study and research to find the best and most affordable offers for our clients. If like many in the population, you are suffering from bad credit and couldn’t get approved for a loan wherever you may go, just use our FREE, simple [comparison tool](#) and we can help you locate what you’re looking for.

In short, I don’t recommend building links with keyword-rich anchor text. But if you DO get a link with your keyword in the anchor text, it’s time to celebrate.

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Link Co-Citations

[Share](#)

Co-citations are the words and phrases that appear around your link.

Google likely uses co-citations as “baby anchor text”.

This makes sense if you think about it:

The text around your link also gives clues to what your page is about. So why wouldn't Google use it?



Is the Link From a Guest Post?

Share



A few years ago, Google came right out and said:



“So stick a fork in it: guest blogging is done; it’s just gotten too spammy.”

– Matt Cutts, Former Head of Google’s Webspam Team

Is that true?

Well...it depends.

Here are some red flags that can make guest posting spammy:

- Someone is paid to publish the post
- The post contains exact match anchor text
- The site exists solely to publish guest posts
- The site is unrelated to yours

But what if you publish a mind-blowing guest post on an authoritative, relevant site? In my experience, that link CAN help you rank.

Nofollow .vs. Dofollow

[Share](#)

rel="nofollow" is a tag added to a link that tells search engines:
"Don't count this link as an endorsement."

Obviously, when it comes to SEO, you want to get normal,
"dofollow" links whenever possible.

Now that you can know how to size up a link's quality, it's time to
start building them.

Chapter 3

How to Get World-Class Links With Content Marketing





It's no secret that content is the key that unlocks amazing backlinks.

But here's the deal:

Simply publishing content isn't going to land you any links.

As it turns out, certain types of content work best for link building.

And here are the 4 types of content that tend to generate the most links:

#1: Visual Assets

[Share](#)

What It Is:

Visual assets are:

1. Images
2. Diagrams
3. Infographics
4. Charts and other visual-oriented pieces of content

Why It Works:

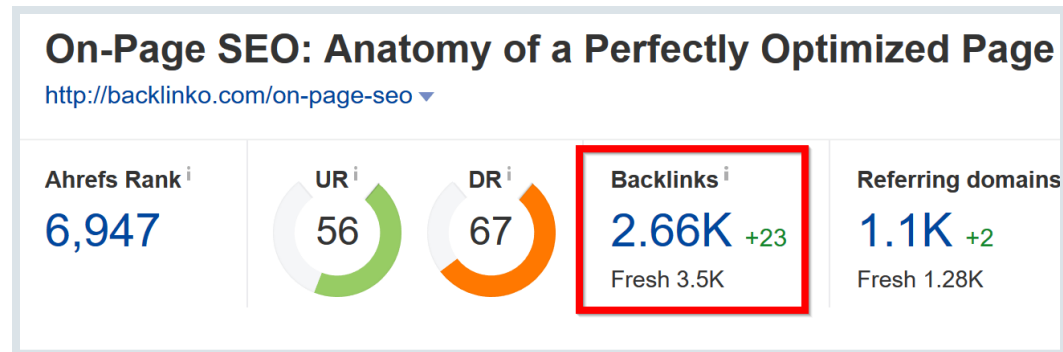
Visuals are super-duper easy to link to. For example, when you publish a chart on your site, you get a link anytime someone shares that chart on their site. This powerful “share my image and link to me when you do” relationship simply doesn’t work for text-based content.

Real-Life Example:

A few years ago I published an infographic titled: On-Page SEO: Anatomy of a Perfectly Optimized Page.

Share





Sure, lots of these links would have come in even if I had described the same concepts with text.

But a good chunk of these links (I'd estimate 75%) were created because I presented key info as visual tutorial.

In fact, lots of my links came from people posting the infographic on their site (and linking back to me):

16 Key On-Page SEO Factors That Search Engines & Users Love [Infographic]

[Tweet](#) 384 [in Share](#) 26 [f Share](#) 2202 [reddit](#) 1 [googleplus](#) 9 [Email](#) 0 [Share](#) 2679 [Pin](#) 49 [Like](#) 438

June 09, 2016 [Irfan Ahmad](#)

On-site SEO doesn't have to be difficult.

This updated infographic, created by [Backlinko](#), outlines some actionable strategies which can dramatically improve your search engine traffic.



Share



And the funny thing is, even though it's 2019, people STILL link to my infographic a few times every month. That's the power of creating visual assets.

#2: List Posts

Share



What It Is:

A numbered list of tips, techniques, reasons, myths...or just about anything.

Why It Works:

List posts pack a ton value into digestible, bite-sized chunks.

In fact, when BuzzSumo analyzed 1 million articles, they discovered that list posts generated more backlinks than other content formats...outperforming quizzes, videos and even infographics.

Content Type	Average Total Shares	Median Shares	Average Referring domain links
List post (99,935)	10,734	3,822	6.19
Quiz (69,757)	1,374	10	1.60
Why (99,876)	1,443	252	5.66
How to (99,937)	1,782	406	4.41
Video (99,520)	17,708	8,572	4.13
Infographic (98,912)	268	24	3.67
Random posts (99,941)	257	8	0.75
Full sample	4,393	202	3.77

Real-Life Example:

This list post, [21 Actionable SEO Techniques You Can Use Right Now](#), is one of my all-time most popular pieces of content.

Yes, it's generated a ton of shares...

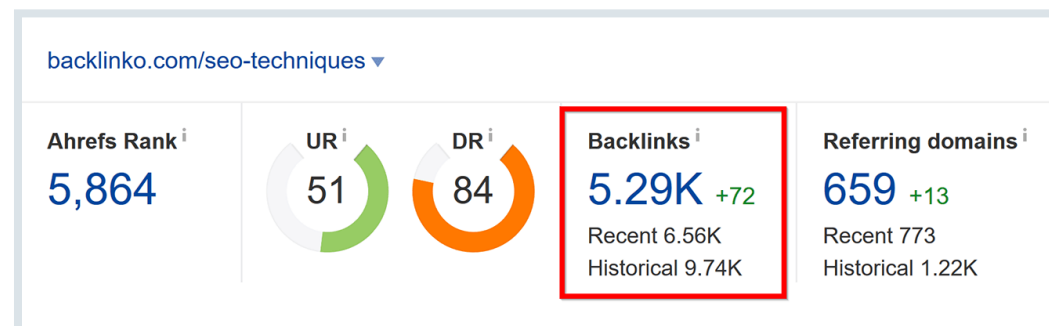


...and comments.



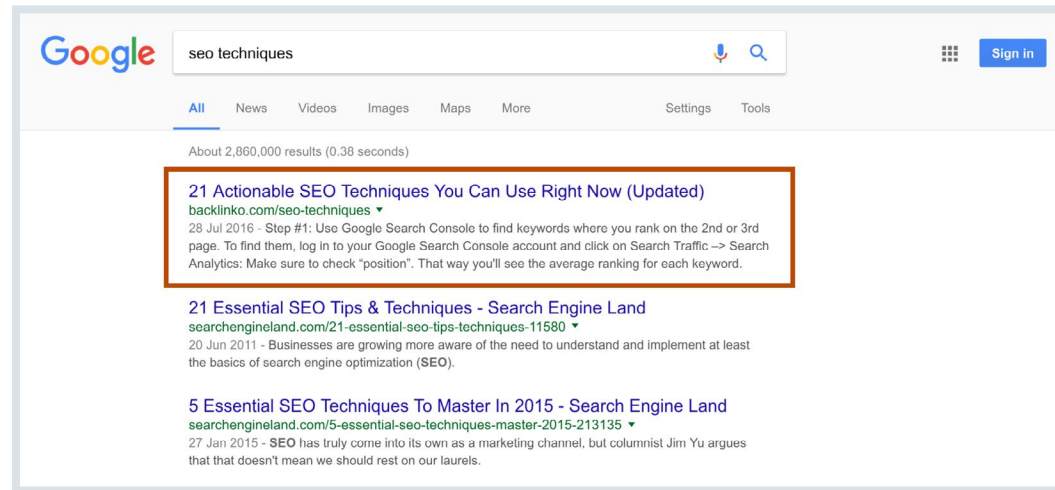
But most importantly, that post is a link magnet.

It has over 5,000 links.



And because the page has so many links pointing to it, it ranks #1 in Google for the keyword “SEO Techniques”.

Share



#3: Original Research and Data

Share



What It Is:

Content that reveals new data from industry studies, surveys or original research.

Why It Works:

Statistics and data are highly-linkable. When someone cites your data, they link to you. These links add up QUICKLY.

Real-Life Example:

Last year I published the largest Google ranking factors study ever.

BACKLINKO

ABOUT CONTACT SEO HACKS

We Analyzed 1 Million Google Search Results. Here's What We Learned About SEO

by Brian Dean Last updated Sep. 02, 2016

1 Million Results Search Engine Ranking Factors Study

We recently analyzed 1 million Google search results to answer the question:

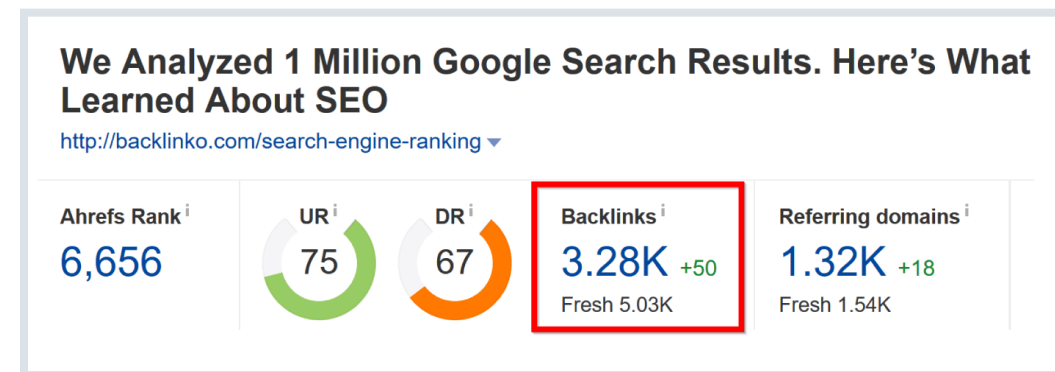
Which factors correlate with first page search engine rankings?

We looked at content. We looked at backlinks. We even looked at site speed.

Needless to say, this post contains a boatload of original data.

That's why the post has accumulated a whopping 3.2k links in a little over two years.

Share



Like I mentioned above, most of these links come from people citing a particular statistic from our study:

I wish that was the only problem, but it's not.

The other is 'thin content'.

So the pages that *DO* contain information related to this stuff, only have ~200 words on them. Because they're going for 'creative' or 'branding' or whatever.

That's an issue, as the content ranking on an average first-page result has around **1,890 words per page**.

What to do?

#4: In-Depth Ultimate Guides

Share

**What It Is:**

A comprehensive resource that covers everything there is to know about a given topic (and then some).

Why It Works:

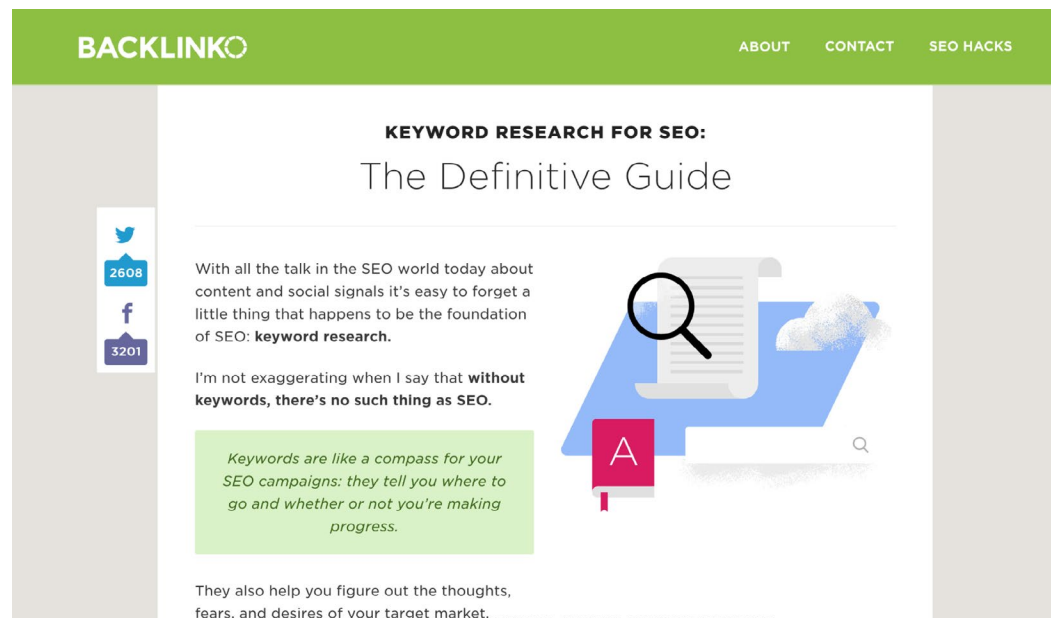
Ultimate guides pack an insane amount of information in one place. This makes your guide THE go-to resource for that topic.

Real-Life Example:

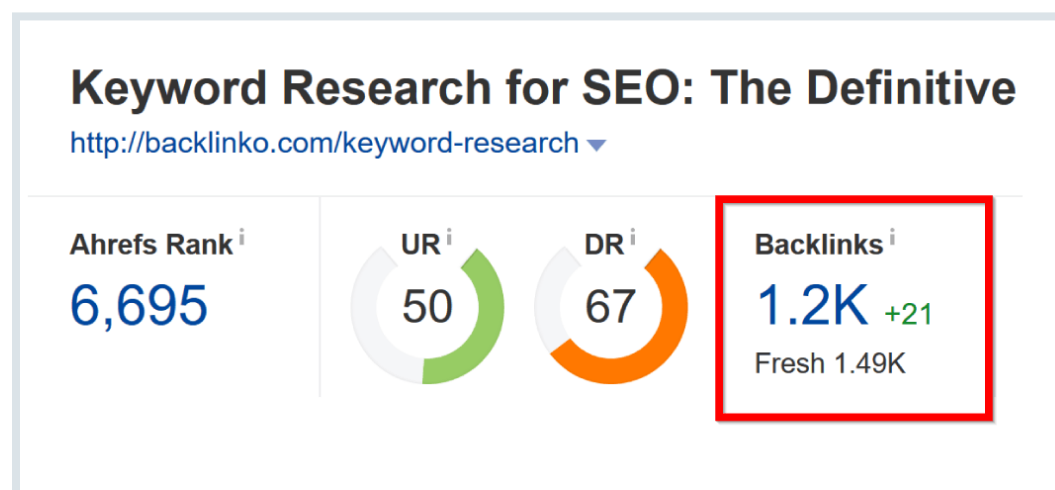
I used to get emails from people asking me for keyword research advice on a daily basis.

Unfortunately, I didn't have anything on my blog that covered that super-important topic.

So I created one: [Keyword Research for SEO: The Definitive Guide.](#)



Because this multi-chapter guide covers keyword research like no other resource online, it's been linked to over a thousand times.





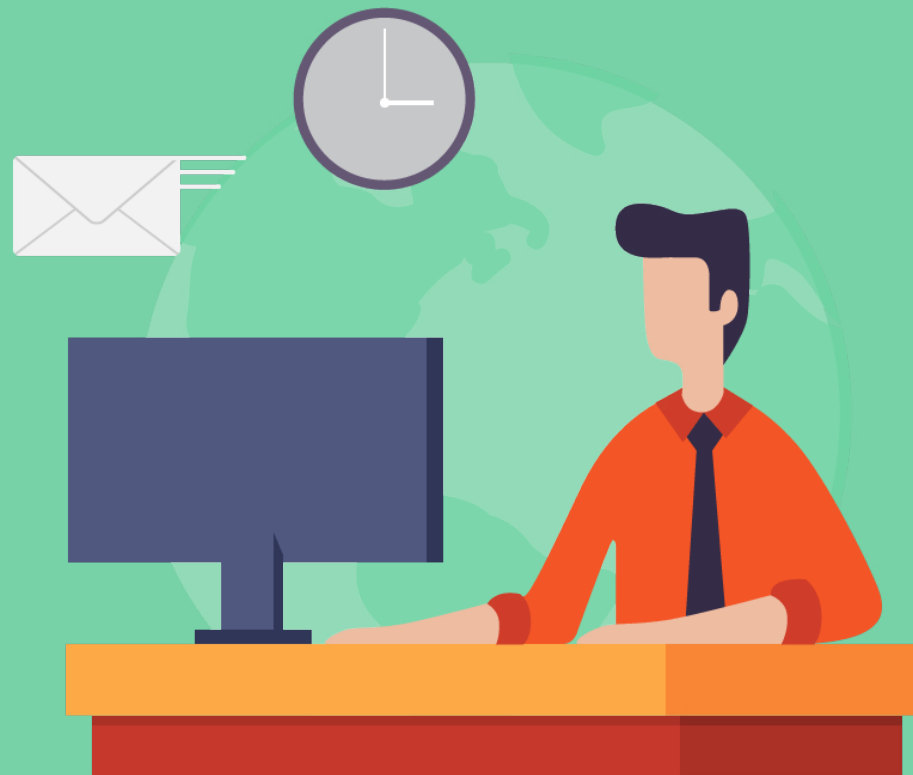
Now that you've created a piece of link-worthy piece of content, it's time to build some links.

How?

With good ol' fashioned email outreach.

Chapter 4

How to Build Powerful Links With Email Outreach





If you want to build white hat links in 2019 (and beyond), you need to use email outreach.

The question is:

How can you reach out to bloggers and journalists without ending up in their spam folder?

Read this chapter to find out.

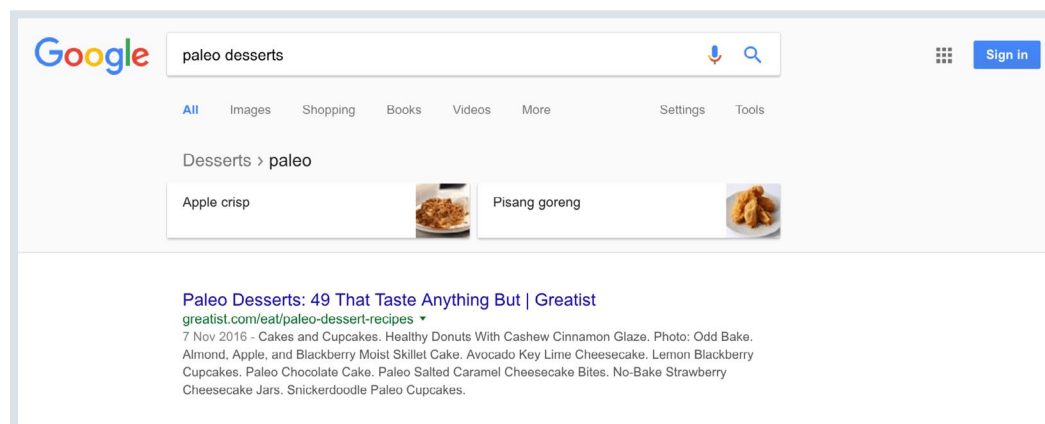
#1: Find “Likely Linkers”

[Share](#)

As the name suggests, Likely Linkers are people that are likely to link to you.

I'll show you a bunch of techniques for finding Likely Linkers in Chapter 6. But for now, let's use a simple strategy to identify them: reverse engineering.

First, search for your target keyword in Google.



Grab the URL of the first result and pop it into a link analysis tool (I'm using Ahrefs in this example).

Next, hit “backlinks” in the sidebar:

Share



ahrefs Dashboard Alerts Site Explorer Content Explorer Keywords

http + https ▼ paleogrubs.com/dessert-recipes

Overview

Backlink profile ▼

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchors

Top referring content

Referring IPs

Organic search ▼

Organic keywords

- New
- Movements

Top pages 🔥

Competing domains

paleogrubs.com/dessert-recipes ▼

Ahrefs Rankⁱ

238,834

URⁱ 22

DRⁱ 55

Backlink profile Organic search Paid

Ahrefs Rankⁱ

Today	238,834	↑ 80
avg 7 days	238,986	↓ 91
avg 1 month	235,351	↓ 2,611
avg 3 months	236,492	↑ 17,366

The sites listed here are all Likely Linkers.

Share



Referring page ⁱ	DR ⁱ	UR [↓] ⁱ	Ext. ⁱ
Homemade Paleo Olive Oil Mayo Mel Joulwan : Well Fed meljoulwan.com/2010/06/03/the-secret-to-homemade-mayo-patience/ ▼ EN WORDPRESS	55	40	410
Dee Lapin (A Lapin Life) - Google+ plus.google.com/105759360573414376379 ▼ EN	94	35	55
Key Lime Coconut Energy Bites - Spoonful of Flavor www.spoonfulofflavor.com/2014/01/27/key-lime-coconut-energy-bites/ ▼ WORDPRESS	54	32	133
Buffalo Ranch Stuffed Peppers - Primally Inspired www.primallyinspired.com/buffalo-ranch-stuffed-peppers/ ▼ EN WORDPRESS	54	31	98
Thanksgiving Stuffing paleomg.com/paleo-thanksgiving-stuffing/ ▼ EN WORDPRESS	59	30	85

(How do you know which sites to target and which to ignore? Check out [Chapter 2](#)).

#2: Find Their Email Address

[Share](#)

Now that you've found a Likely Linker, it's time to dig for their email address.

Pro Tip: Use a site's contact form only as a last resort.
It's a black hole.

Here's how:

Use [Hunter.io](#)

Hunter.io is perfect for reaching out to small sites and one-person blogs.

Simply enter a site into the tool...



Opportunities are one email away.

Find email addresses in seconds and connect with people that matter for your business.

Find email addresses

Enter a domain name to launch the search.
For example, try [hubspot.com](#) or [techcrunch.com](#).

...and it'll show you all of the email addresses associated with that domain:

Find email addresses

2 email addresses found.
Email pattern: {first}@backlinko.com

b an@backlinko.com ●	4 sources ▼
c @backlinko.com ●	2 sources ▼

But what if you want to reach out to a massive site? Combing through this list is going to be a pain.

VoilaNorbert

Instead of popping in a URL, with [VoilaNorbert.com](https://voila-norbert.com) you enter a person's name and the domain they work at.

Share



elon musk	@	spacex.com
Q Filter by contact, company...	Export	Clean searches
 Elon Musk SpaceX ● [redacted]@spacex.com		

That way you're reaching out to the person that can actually add your link to their page.

And it'll show you that specific person's email address.

#3: Send Them a (Personalized) Script

Share



If you want to scale outreach, you'll need to use scripts.

The trick is to make your script not look like a script (more on that in the next step).

But now, here's an example of one of my best-performing email scripts:

Hi [First Name],

I was looking for content on [Topic] today, when I stumbled on your article: [Article Title].

Good stuff! I especially enjoyed [Something specific from their article].

Also, I just published a new guide on [Your Topic]: [URL].

As someone that writes about [Topic], I thought you'd enjoy it.

My guide may also make a nice addition to your page. Either way, keep up the awesome work with [Website]!

Talk Soon,
[Your Name]

Notice how the script allows A LOT of personalization without a whole lot of effort.

Chapter 5

The Skinny On Black Hat Link Building (and Google Penalties)



No guide to building links would be complete without a chapter on black hat SEO.



Black hat link building is pretty easy to spot: If the links go against Google's Webmaster Guidelines, they're probably black hat.

Does that mean you should avoid black hat link building altogether?

That's a choice only you can make. I personally don't recommend black hat link building (the risk doesn't come close to justifying the reward). But it's up to you.

That said, whether you're a white hat or black hat SEO, you do need to know the penalties that Google dishes out.

So let's briefly cover them:

Google Penguin

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What is it?

An algorithmic penalty that specifically targets sites that use spammy link building techniques (like shady guest posting and blog comment spam).

How to Avoid It:

Only build white hat links. There's data to show that you can dodge Penguin by minimizing exact match anchor text (I say anchor text is part of the story...but it's more about trust). That said, the easiest way to avoid Penguin is to avoid shady links (regardless of anchor text).

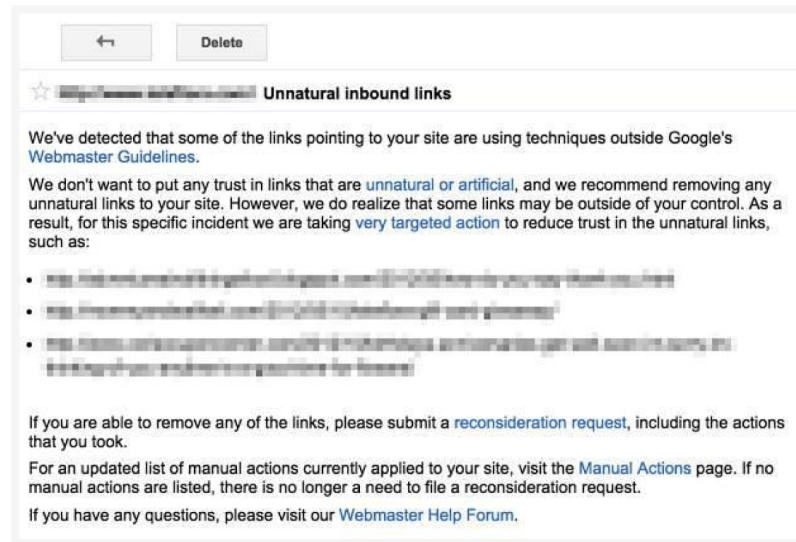
Manual Penalty/Unnatural Links

Share



What is it?

A manual penalty from someone at Google. Unlike Penguin, Google will send you a message via the [Google Search Console](#):



How to Avoid It:

No one outside of Google knows how sites get targeted for manual penalties. My take is that an algorithm spots a website that's potentially gaming the system. And they bubble that site up to someone at Google for a manual review. So the best way to avoid a manual penalty is to have a squeaky-clean link profile.

Also, unlike with Penguin, you can recover from a manual penalty by [disavowing links](#) and [filing a reconsideration request](#).

Chapter 6

My Three Favorite Link Building Strategies (Step-By-Step Tutorials)



Resource Page Link Building

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First off: what are resource pages?

Resource pages are pages that link out to awesome content on a given topic. Here's an example:



Baking Sweet and Wonderful

[Home](#)
[Recipe Index ▾](#)
[Holiday Recipes ▾](#)
[Fruit Recipes ▾](#)
[Baking Tips](#)
[Baking Glossary](#)
[Shop](#)



Easter Recipes

Links

Links to blogs that have inspired me, along with websites that I just enjoy browsing.

Simply Recipes

Dorie Greenspan

Dessert First

David Lebovitz

Bakerella

Joe Pastry

Funky Muffin

CD Kitchen

Baking Bites

What's Cooking America

Diana's Desserts

Cake Dutchess

Recipes

Cakes
Candy
Cheesecake
Chocolate
Christmas
Cookies
Cupcakes
Dairy-Free
Easter
Egg-Free
4th of July
Fillings and Toppings
Frosting and Fondant
Fruit Desserts
Gluten-Free
Halloween
Muffins and Scones

Because these pages exist for the sole purpose of linking out, they make PERFECT link building targets.

With that, here's the step-by-step process:

#1: Find Resource Pages

Use these search strings in Google. They're designed specifically to unearth resource pages:

- "Keyword" + inurl:links
- "Keyword" + "helpful resources"
- "Keyword" + "useful resources"
- "Keyword" + "useful links"

#2: Size Up The Page

Here's where you (quickly) answer the question:

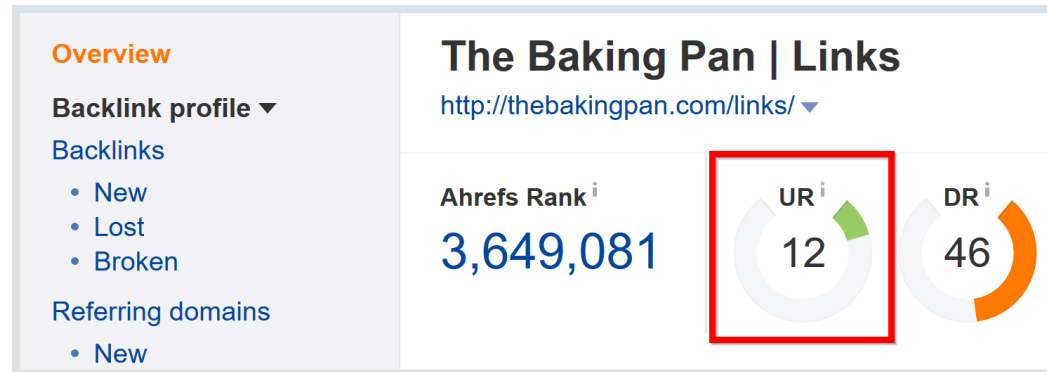
"Is a link from this page worth the effort?".

(Hint: Use the tips from Chapter 2 to make this step a breeze)

For example, this resource page has a decent URLRating of 12. Not bad.

Share





It's also on an authoritative domain.

And my link will end up somewhere on the body of the page.
Looks like a winner!

#3: Find “Best Fit” Content

Look:

Your content can be the best in the world...

...but if it's not a good fit for that resource page?

You're not gonna get a link.

So for this step, find content on your site that'll fit that resource page like a glove.

Once you've ID'd that content, move onto step #4.

#4: Send This Tested Script

Share



Here's the script I recommend:

Subject: Question about [Their Website]

Hi [Name],

I was Googling around for content about [Topic] this morning, when I came across your excellent resource page: [URL].

I just wanted to say that your page helped me a ton. I would have never found the [Resource They Link To] without it.

It's funny: I recently published a guide on [Topic] last month. It's [Brief Description].

Here it is in case you'd like to check it out: [URL].

Also, my guide might make a nice addition to your page.

Either way, thanks for putting together your list of resources. And have a great day!

Talk Soon,
[Your Name]

Pro Tip: Like all outreach scripts, make sure to personalize this script as much as possible. You can use a script as long as it doesn't LOOK like a script.

Broken Link Building

Share



Broken Link Building is one of my all-time favorite link building strategies. Why? Instead of straight-up begging for links, with Broken Link Building, you add value to someone's website.

Here's how to do it:

#1: Install Check My Links or LinkMiner

Both of these tools quickly find broken links on any page (from within your Chrome Browser). I'll show you how to use them in a minute.

Check My Links
offered by [Paul Livingstone](#)
★★★★☆ (331) | [Developer Tools](#) | 145,405 users

OVERVIEW | REVIEWS | SUPPORT | RELATED

Compatible with your device

Check My Links is a link checker that crawls through your webpage and looks for broken links.

'Check My Links' is an extension developed primarily for web designers, developers and content editors.

When you're editing a web page that has lots of links, wouldn't it be handy to be able to quickly check that all the links on the page are working ok? That's where 'Check My Links' comes in.

'Check My Links' quickly finds all the links on

Additional Information
Version: 3.6.1
Updated: 20 October 2015
Size: 159KiB

#2: Find Pages With Lots of Outbound Links

Share



The more links a page has, the more likely one of them will be broken.

Resource pages work great here. So feel free to use the search strings above to bring up resource pages.

#3: Check For Broken Links

Here's where you run the extension you installed in the first step. They'll reveal broken links on that page:

- Teabox.com - Online Tea Store
- Comins Tea House
- The English Tearoom, Stuttgart, Germany
- Matchachocolat
- Elmwood Inn Fine Teas
- Benjamin Press 404
- Postcard Teas
- Learn-About-Tea.com
- Tiger Spring Tea
- Dan Robertson's The Tea House
- Harney & Sons Fine Teas

#4: Email The Site Owner About Their Broken Link

Share



Finally, let the person that runs that page about their broken link (or links),... and pitch content from your site as a replacement.

Here's the script I recommend:

Subject: Problem with [Their Site's Name]

—

Hi [Name],

Are you still updating your site?

I was searching for content on [Topic] when I came across your excellent page: [Page Title or URL].

However, I noticed a few links didn't seem to be working:

[URLs of broken links]

Also, I recently published [Brief Content Pitch]. It may make a good replacement for the [Point Out a Specific Broken Link].

Either way, I hope this helped you out

Thanks,
[Your Name]

The Skyscraper Technique

Share



This video will walk you through the step-by-step process:



Once you watch the video, it's time for the next chapter:

Awesome link building case studies!

Chapter 7

Incredible Case Studies





Now it's time for me to show you real-life examples of link building in action.

The best part?

I've never shared any of these case studies before.

Case Study #1

Share



How Julie Used The Skyscraper Technique to Boost Organic Traffic By 194.1%

Julie Adams' blog, [Our Beautiful Planet](#), was struggling.

Sure, Julie was publishing great content. But in her words: "No matter how awesome my content was, no links came."

That's when Julie decided to try The Skyscraper Technique.

So instead of publishing another piece of great content...she created something AMAZING. Here it is:



And instead of publishing this content and hoping for the best, Julie used email outreach to build backlinks.

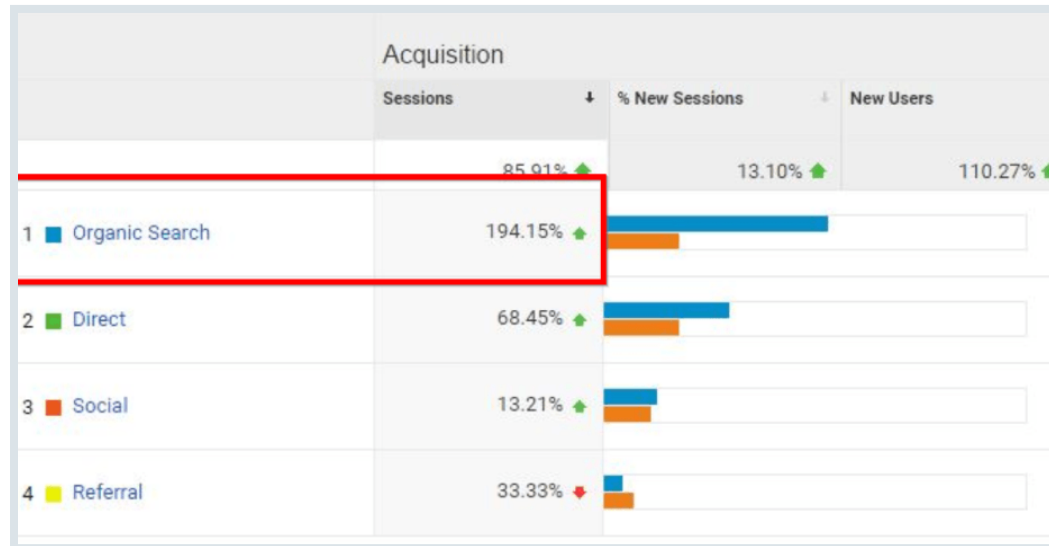
And this landed her a handful of links from authority sites in the science space:

Share



What are we learning from continued exploration? Surely not
ing, but as it turns out, quite a lot. For example, although only 16 of 39
onal martian missions have been successful **we do know that Mars** is
the Solar System's tallest mountain. And from NASA's current mission
e Curiosity rover as the organization's eyes, ears and hands, scientists
n able to definitively say the Gale Crater landing site could have possibly
d microbial life in the past. Researchers and science enthusiasts alike
ndered for years when conditions on the red planet will be inhabitable
an life, and they may be wondering for a while. Although current data

These white hat backlinks boosted her organic traffic by a legit 194.1%:

[Share](#)

Why does The Skyscraper Technique work so well?

According to Julie:

“The thing that makes this so successful is that it’s just as much about building relationships as it is about building links. People won’t link to your content unless they know it exists, and they won’t know it exists unless you tell them about it.”

Case Study #2

Share



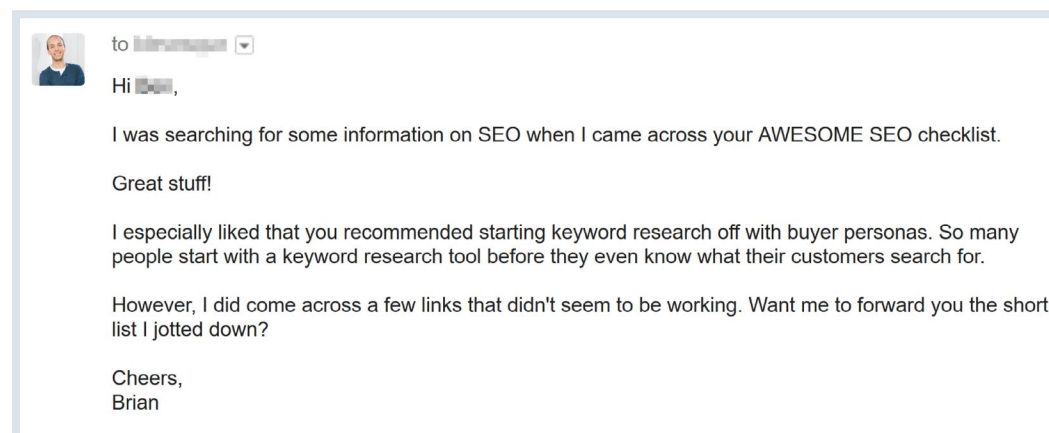
Broken Link Building Pays Off

Last year I decided to run a broken link building campaign. So I followed the steps that I outlined in the last chapter.

First, I used search strings to bring up pages with lots of outbound links.

And I used Check My Links to find links that weren't working.

Then I emailed the person in charge of that content to give them a heads up about broken links that I found:



(Note how uber-personalized that email is)

Share



When they replied, I sent them the URL of the broken link...and a piece of content from Backlinko that would be a 1:1 replacement:

As I said, the post is awesome as-is. I wouldn't change much of anything except maybe update the screenshots and a link that wasn't working for me ([\[redacted\]](#)).

And it would be awesome if you'd consider mentioning my SEO tools guide in your post:
<http://backlinko.com/seo-tools>.

(It might make a nice addition to the "Must-Read SEO Guides & Resources" section of your post).

And most folks were more than happy to add my link:

to me ▾

Hey Brian,

Hope all is well!

I went ahead and added your guide with the anchor text 'SEO tools' to my SEO Checklist blog post.

Case Study #3

Share



How Richard Used Guestographics to Get a First Page Ranking

Last year Rich Edwards published this infographic on his site:

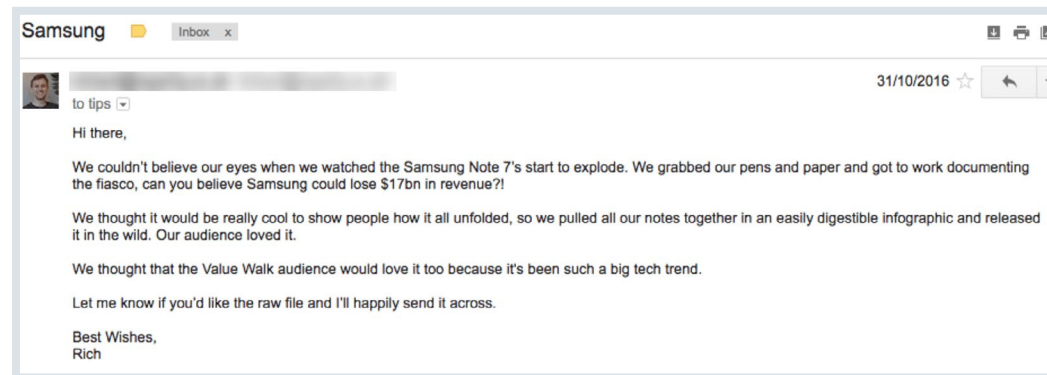


Most people would just sit back and HOPE that people linked to their infographic.

But Rich knew that Guestographics can help turn high-quality infographics into high-quality backlinks.

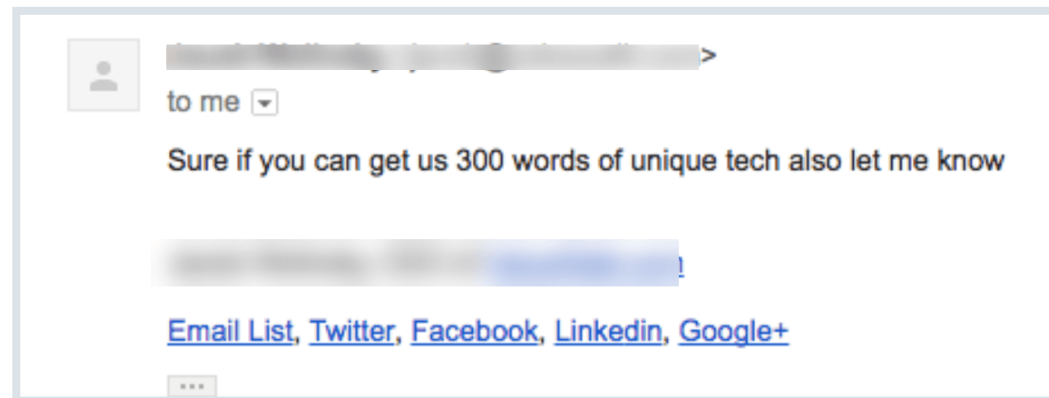
So Rich reached out to tech sites that would be interested in checking it out.

Share



When they said: “Yes, I’d like to see it”, Rich offered a unique intro to make the re-publishing process easier.

Because Rich provided so much value, most tech bloggers happily agreed to publish his infographic on their site:



Share



It took work to reach out to all of these bloggers and journalists.
But the hard work paid off.

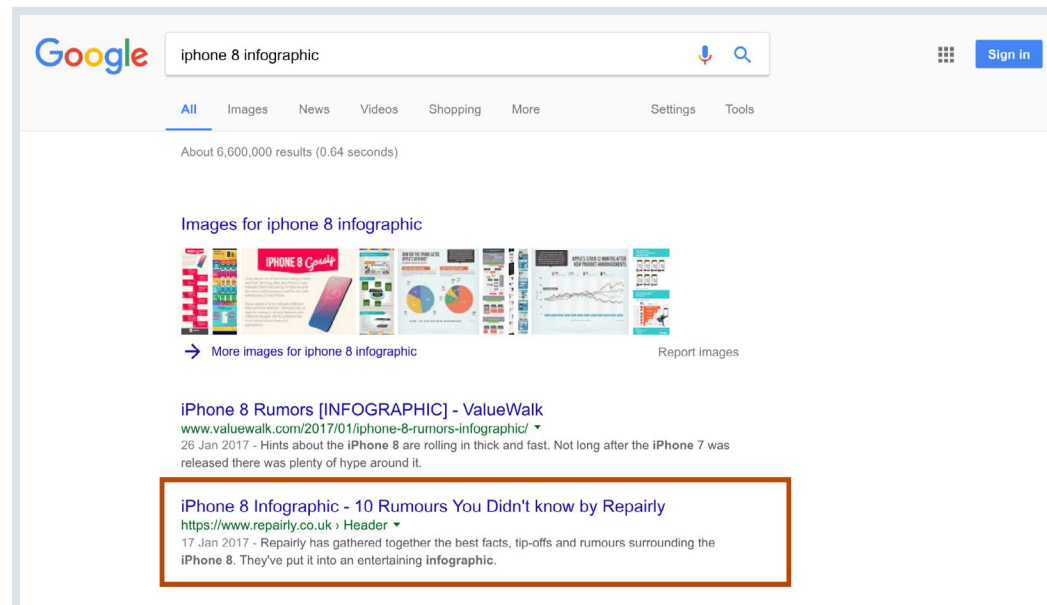
Rich landed 21 backlinks from this campaign.



Share



And thanks to these contextual links, Rich's site now ranks #2 in Google for his target keyword.



Case Study #4

Share

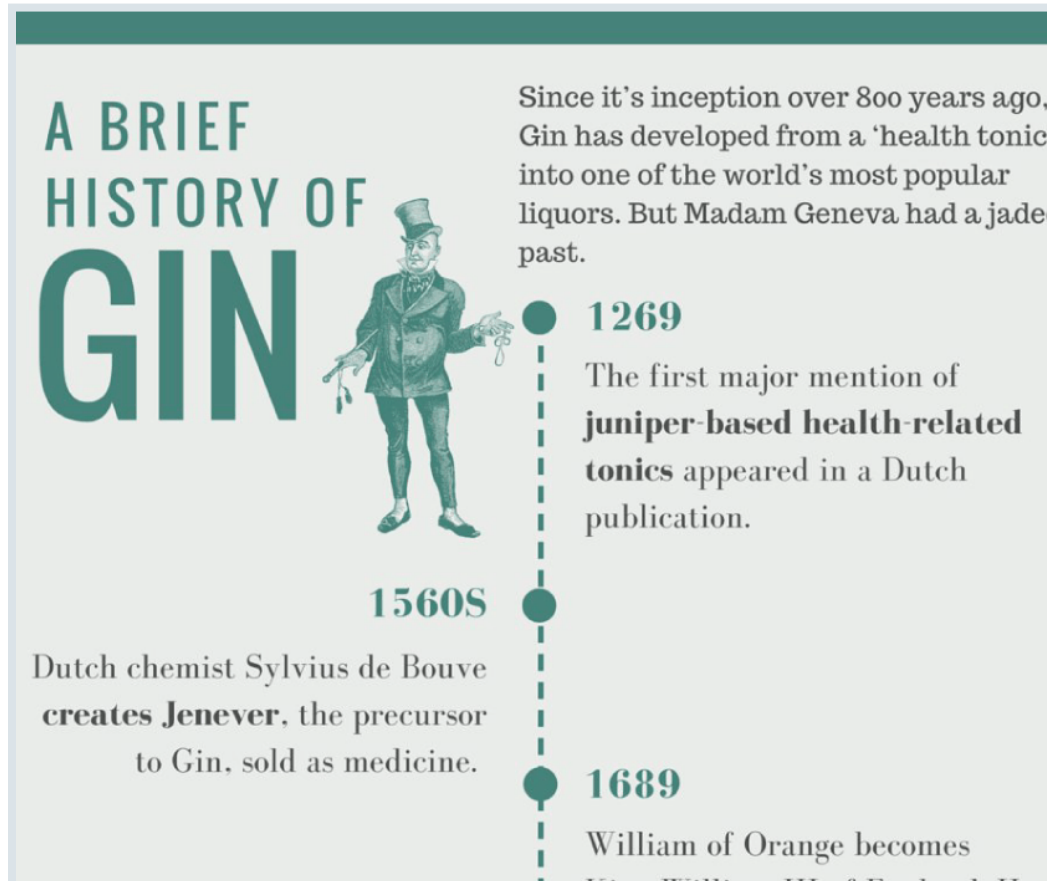


How Matt Built Links to His Ecommerce Site

Let's face it:

Link building for ecommerce sites isn't easy. But it's possible. Just look at Matt Lawry.

Like most ecommerce site owners, Matt had trouble building links to his ecommerce website (an Australian site focused on gifts).

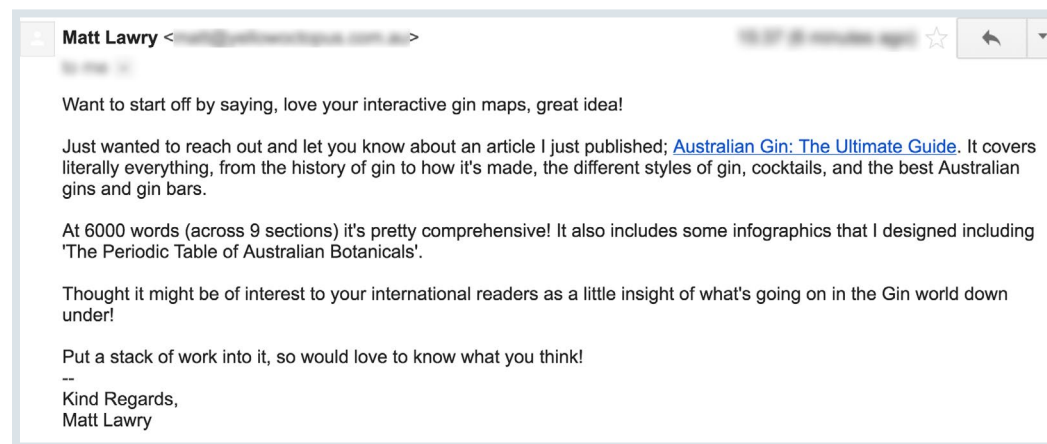


After all, who wants to link to a site made up of 100% product pages? That's when Matt realized that he could use content to generate links to his ecommerce site.

Specifically, Matt published an amazing piece of Skyscraper content on his site: "[Australian Gin: The Ultimate Guide](#)".

History of Gin

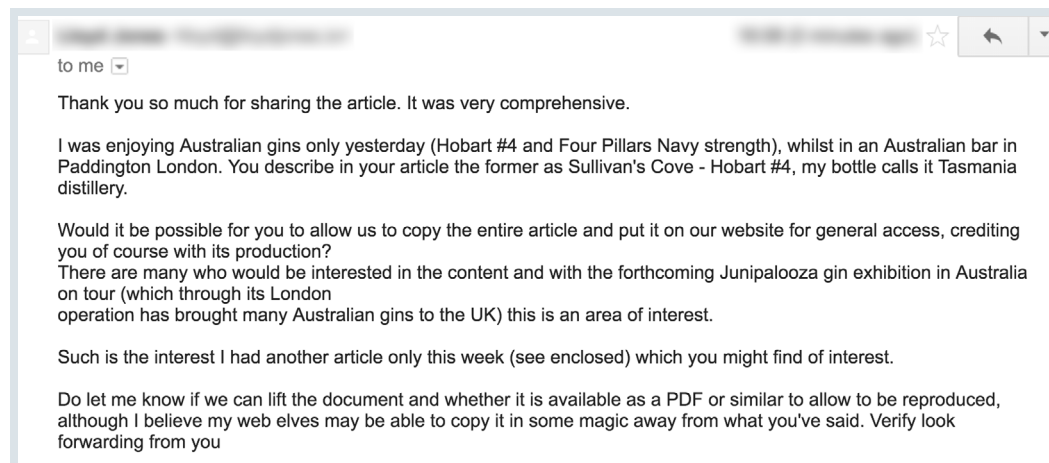
Of course, Matt didn't sit back and wait for the links to roll in. He promoted his content via email outreach:



Because Matt reached out to the right people (and sent them personalized emails), many people OFFERED to link to his guide.

Share



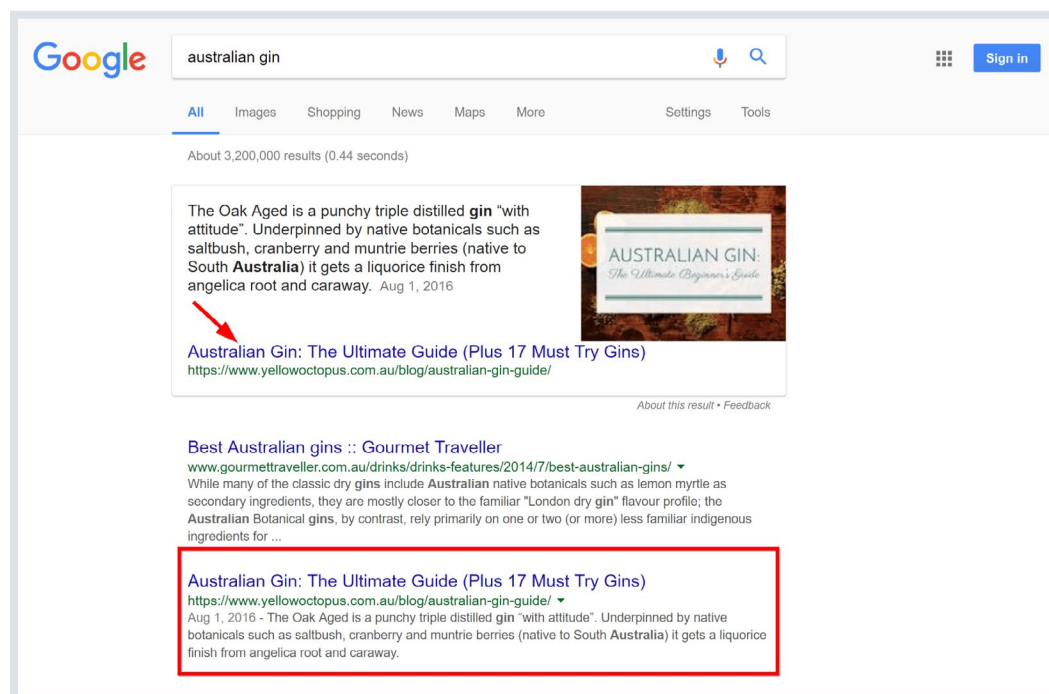


Share



And all of these links boosted Matt's rankings for a keyword that directly results in sales for his ecommerce site: Australian Gin.

In fact, he ranks #2 in Google Australia for that keyword (and has the "#0" Answer Box result):



Chapter 8

Advanced Link Building Tips



Get Easy Links With Link Reclamation

Share



Whenever someone mentions your brand in an article, they link to you...right? Wrong. I mean, they should link to you. But it doesn't always happen. Here's what I mean:

reassess their current marketing efforts. One of the first areas to review is / website. Property Management Insider stated that **Backlinko** examined 1 le search results and discovered a lot about best practices in SEO for 2017 property can implement." Ramping up the website's user experience is one-way nagers can boost consumer interest. Every person visiting the website should mate user experience. It is extremely important that when users arrive at

But with a gentle nudge, most site owners are happy to turn your unlinked mention into a link.

How do you find these unlinked mentions? BuzzSumo works great.

How to Optimize for RankBrain and Semantic Search- 5 major aspects of semantic search Save

applygist.com - Block domain No Link DA: 12

By Applygist

...geared towards figuring out whether a page covers the topic thoroughly. But does thoroughness translate into rankings? **Backlinko** did a massive study to...

Total Shares: 8



Get “Bonus” Links With Reverse Image Search

Share



Do you publish visual assets like infographics and charts?

If so, there are probably sites using your images without attribution right now. Don't freak out. In fact, you should celebrate. Just like with link reclamation, a friendly email can turn many of these opportunities into links.

And you can use Google reverse image search to find peeps that are using your images without a link:

Pages that include matching images

10 easy ecommerce SEO tips to rank higher in Google in 2017 | Blog ...



<https://www.printful.com/.../10-easy-seo-tips-for-your-online-store-to-ran...> ▼

2470 × 1700 - Dec 14, 2016 - 35% of online purchases start with a Google search. If that isn't enough to convince you that your store's performance in search engines is ...

05_number-of-referring-domains_line | Blog - Printful



https://www.printful.com/.../05_number-of-referring-domains_line/ ▼

2470 × 1700 - 05_number-of-referring-domains_line. Published December 13, 2016 at 2470 × 1700 in 10 easy ecommerce SEO tips to rank higher in Google in 2017. Next →.

5 Actionable SEO Tactics Based On Actual Data | Criminally Prolific



www.criminallyprolific.com/seo-tactics/ ▼

670 × 460 - Oct 26, 2016 - I'll let you on to a little secret: The #1 reason that I quickly grew my blog's email list to 7500 subscribers and my blog's revenue to \$100000 is ...

We Analyzed 1 Million Google Search Results. Here's What We ...



backlinko.com/search-engine-ranking ▼

2470 × 1700 - Sep 2, 2016 - We recently analyzed 1 million Google search results to answer the question: Which factors correlate with first page search engine rankings?

Link Building: The Most Important Part of SEO - Get Found Madison



getfoundmadison.com/link-building/ ▼

2470 × 1700 - Mar 5, 2017 - Learn why your website needs a game plan for earning links to it and how to actively build links from other sites to yours to skyrocket your SEO.

Send Emails In the Afternoon

Share

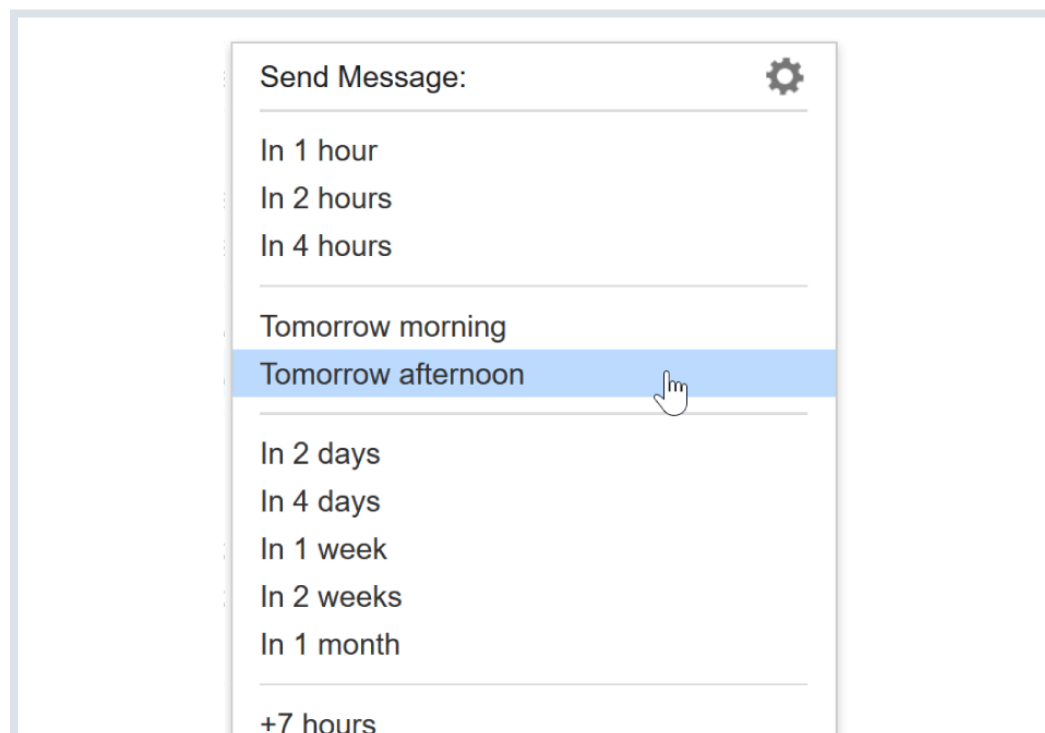


Here's one thing I've learned from sending THOUSANDS of outreach emails: Send your outreach emails in the afternoon (in the recipient's local time).

Why?

When you send your message in the morning, it gets lumped together with the 93 other emails that person has to deal with.

But when you send in the afternoon, there's much less competition in the inbox. I recommend using a tool like [Boomerang](#) to help time your outreach emails:

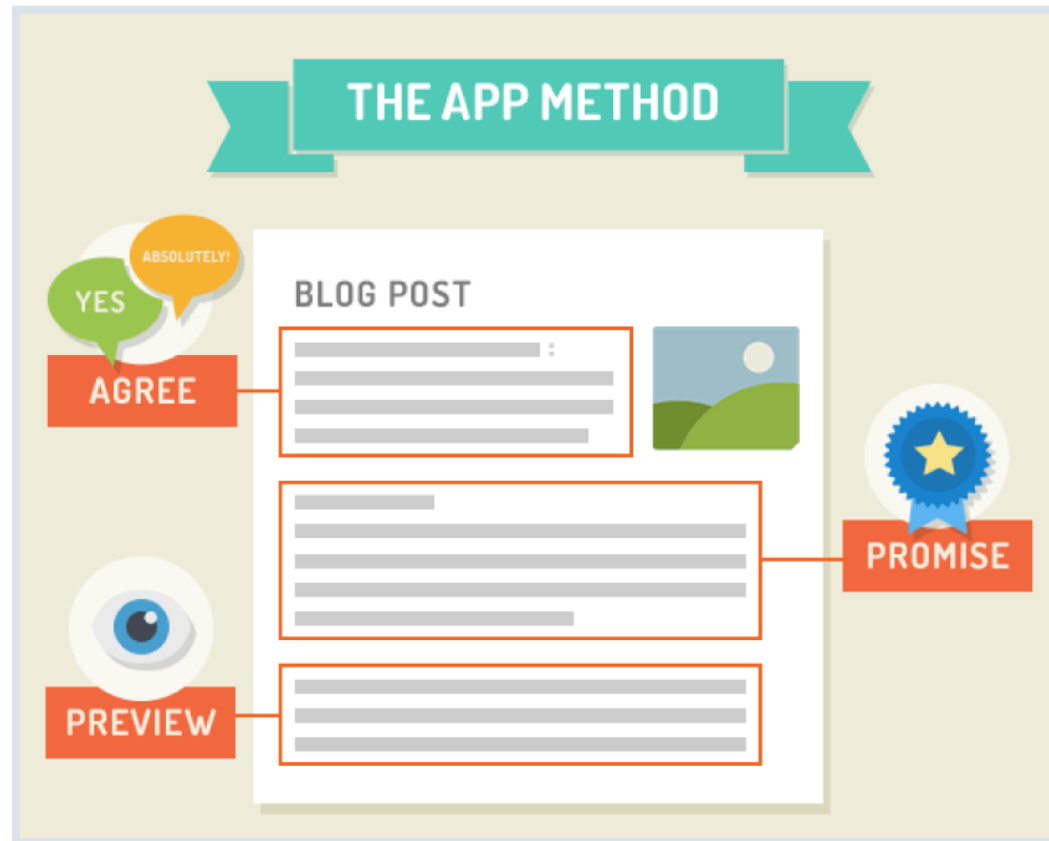


Create Visualizations of Concepts, Ideas and Strategies

Share



Here's an example of this in action from Backlinko:



Believe it or not, but lots of people have linked to me thanks to this simple illustration:

Share



Pages that include matching images

Be a Better Content Writer: 5 Simple Habits | HigherVisibility



<https://www.highervisibility.com/.../be-a-better-content-writer-5-simple-ha...> ▼

590 × 465 - Jun 21, 2016 - One of my favorite things about writing is that, in practice, it feels like a modern art. It's hard to fake a talent for good writing, as it remains to be ...

Amazing! 23 SEO Copywriting Tips That Get Quick Results



www.matthewwoodward.co.uk › Tutorials ▼

590 × 465 - Jan 5, 2017 - If you want your content to get noticed by search engines you need to use these 23 SEO Copywriting tips. Click here to unlock your true ...

SEO of the Future — Digital Olympus



digitalolympus.net/blog/video/seo-of-the-future/ ▼

544 × 418 - Google has issued a new ranking factor list. How can you rank higher now? Brian Dean from Backlinko will guide us through the proven SEO strategies.

5 Psychology Tips to Woo Your First Time Website Visitors - Neil Patel



neilpatel.com › Blog › Online Marketing ▼

590 × 465 - You write high-quality and well-researched content. You launch link building campaigns. You perform social media marketing. And, you put a whole lot of other ...

13 Killer SEO Copywriting Tips (With Examples and A/B Tests)



www.robberichards.com/seo/seo-copywriting/ ▼

590 × 465 - Nov 16, 2016 - This tutorial breaks down examples and A/B tests to deliver 13 super actionable seo copywriting tips you can use to rank higher, and increase ...

Why does this work so well?

Well I COULD have simply described the APP formula with text. But that would have made my content much less shareable.

On the other hand, when you create a visual, you have something that bloggers will happily use in their content (and link to you when they do).

Share



Send Out Feeler Emails Before Going For the Close

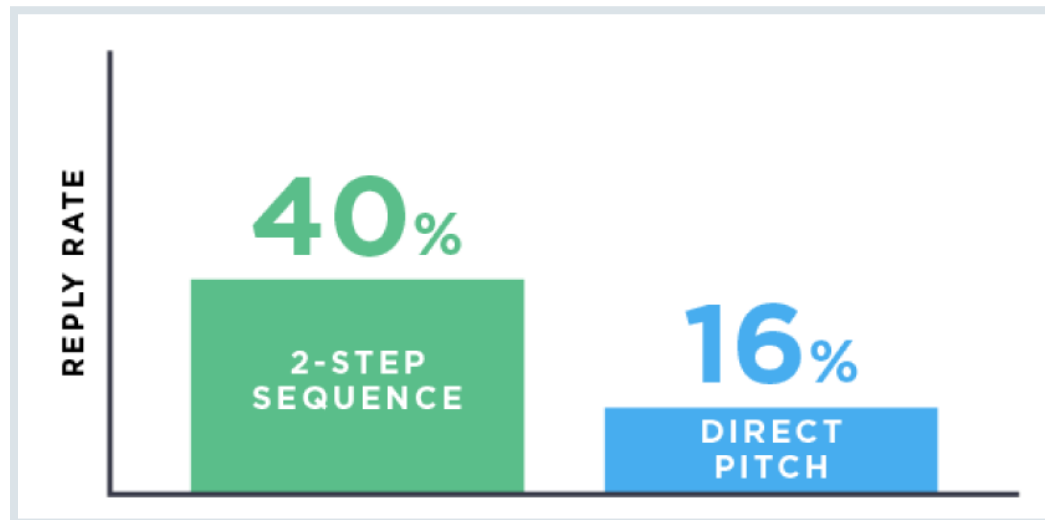
Share



Should you ask for a link in your first outreach email to someone?

Short answer: maybe.

You may get better results with a two-step process (Backlinko reader [Mike](#) found that feeler emails CRUSHED asking for a link straightaway):



The other benefit of this approach is that it saves you TIME. Instead of personalizing outreach messages that no one will ever read, send brief “feeler” emails.

Get Interviewed on Podcasts

Share



Yes, guest post links have their place.

But they have one big problem: they take a ton of time to write!

Enter: podcasting. Instead of outlining, drafting and editing a guest post, you just show up and talk about what you know. And – boom! — you get a link.

The best part?

There are podcasts on EVERY topic.

Here's an example of a link I recently built by appearing on a podcast:

[Tweet "Make one good site rather than 5 crappy sites" says @backlinko w/@saleswhisperer]

Links Mentioned

- Visit Brian Dean's home on the web
- Follow Backlinko on Twitter
- See Brian Dean's case study on how he got 16,696 visitors in one week.

Use “Link Intersect” To Uncover Likely Linkers

Share



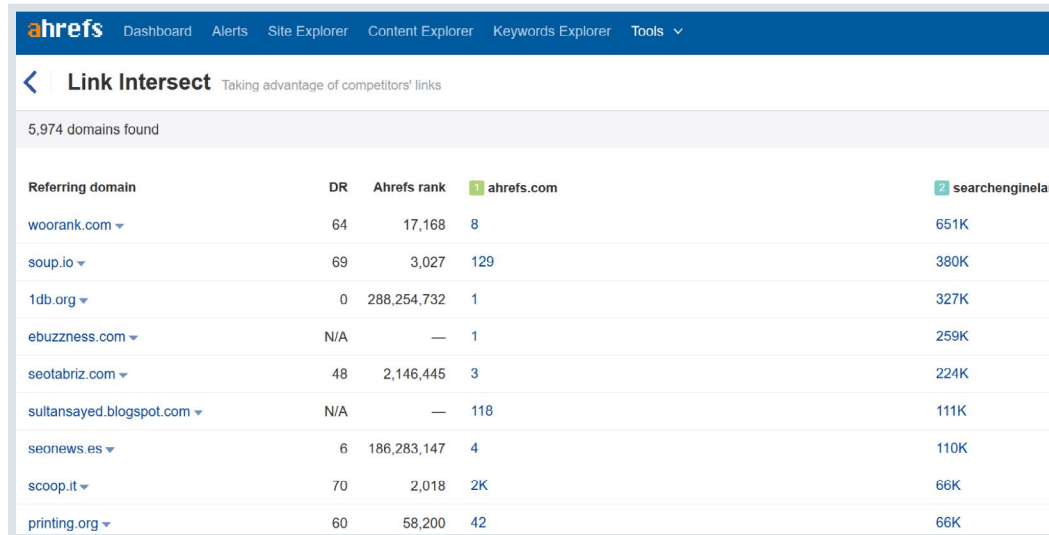
If someone links to your competitor, they’re likely to link to you... right? Right.

And if someone links to TWO of your competitors, they’re even more likely to link to you.

How can you find sites that links to more than one of your competitors?

Ahrefs Link Intersect Tool.

Just list out 2-3 of your biggest competitors. And this nifty tool will show you who links to all of ‘em.



The screenshot shows the Ahrefs Link Intersect tool interface. The top navigation bar includes links to Dashboard, Alerts, Site Explorer, Content Explorer, Keywords Explorer, and Tools. The main heading is "Link Intersect" with a subtitle "Taking advantage of competitors' links". Below this, it states "5,974 domains found". The table lists referring domains with their DR, Ahrefs rank, and the number of links found for two competitors: ahrefs.com and searchengineland.com.

Referring domain	DR	Ahrefs rank	1 ahrefs.com	2 searchengineland.com
woorank.com	64	17,168	8	651K
soup.io	69	3,027	129	380K
1db.org	0	288,254,732	1	327K
ebuzzness.com	N/A	—	1	259K
seotabriz.com	48	2,146,445	3	224K
sultansayed.blogspot.com	N/A	—	118	111K
seonews.es	6	186,283,147	4	110K
scoop.it	70	2,018	2K	66K
printing.org	60	58,200	42	66K

Use “Pre-Curated” Lists of Link Targets

Share



There's no denying it:

Finding high-quality link targets is HARD.

That's the bad news.

The good news is that someone else already curated these high-quality sites for you...

...in the form of “best blog” lists.

Here's an example:

Share



Needless to say, if you run a baking blog, every single one of the sites listed here would make a great link opportunity.

You can find lists like these using search strings like: "best [topic] blogs" or "list of [topic] blogs".

Want more actionable SEO content like this? Then make sure to subscribe to my YouTube channel right now.



SUBSCRIBE

